

**ABSTRACT**

A method for applying variable promotional advertising to bags and other packaging and display materials utilized by the retailer. Through the use of digital/ink-jet print technology, retailers, such as pharmacies and fast food restaurants apply store-specific, localized advertising and promotional material to bags, trayliners and other materials. In a first embodiment, retailers define all graphics, images and textual information, to be applied which is then assembled into a digital print file and applied to create the desired promotional materials. In a second embodiment, graphics and images are applied first to a substrate through a conventional print process, and textual information is subsequently applied through a single color, ink jet printer. Packaging is produced in smaller quantities and can be varied to focus on local promotions, advisory information or directly targeted to specific demographic groups.